



A Panel Discussion on Driver Distraction

Driver Distraction

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What is Driver Distraction?

- **Driver Distraction**
 - Form of Inattention
 - Shifts attention away from the task at hand
 - Includes visual, cognitive, auditory and other elements
- **Potential causes**
 - In-vehicle technologies
 - Other passengers
 - External stimuli

The Safety Problem of Electronic Distractors



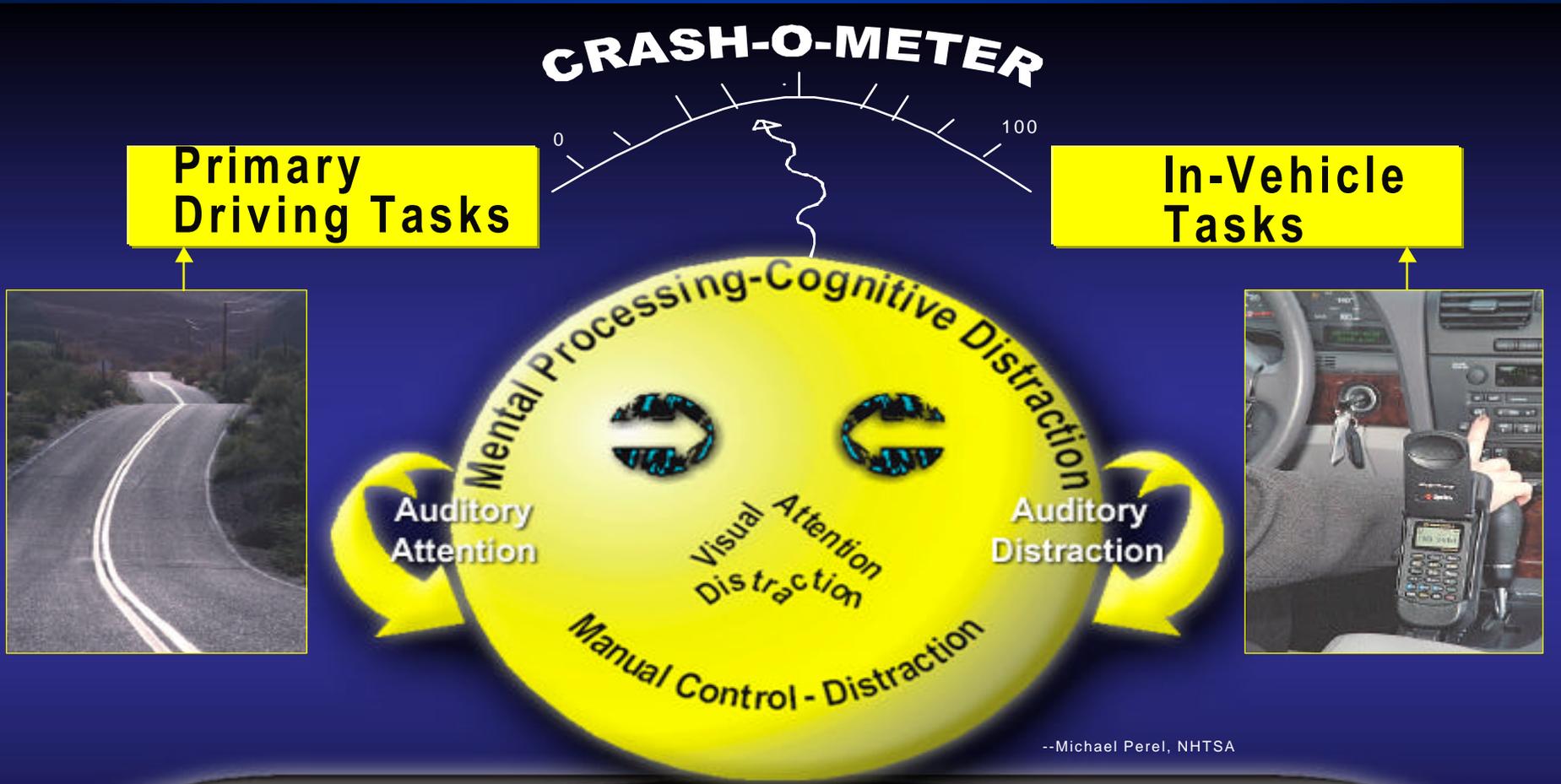
CAUTION

Drive safely.
Watching this screen while vehicle is in motion
can lead to a serious or fatal accident.
Make selections only while stopped.
Some map data may be incorrect.
Read safety instructions in Navigation Manual.

I agree



The Safety Problem of Electronic Distractors



The Safety Problem of Distractors while Driving

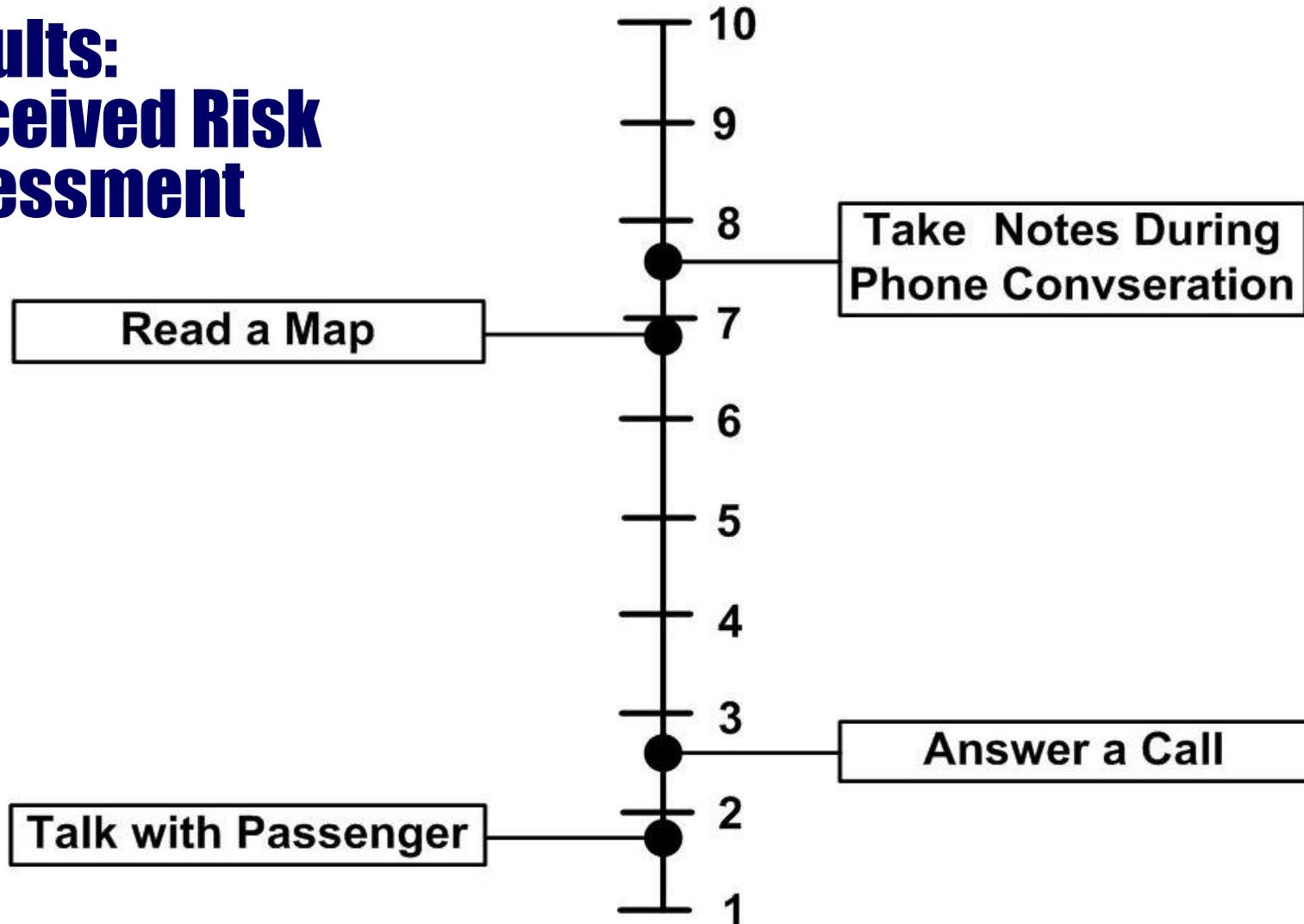


Why is willingness to engage important?



Willingness to Multitask while Driving

Results: Perceived Risk Assessment



100-car Naturalistic Driving Study



100-car Naturalistic Driving Study



Data Collection Capabilities

CAMP - Driver Workload Metrics Project



Measuring Workload in Lab



Measuring Workload on Road

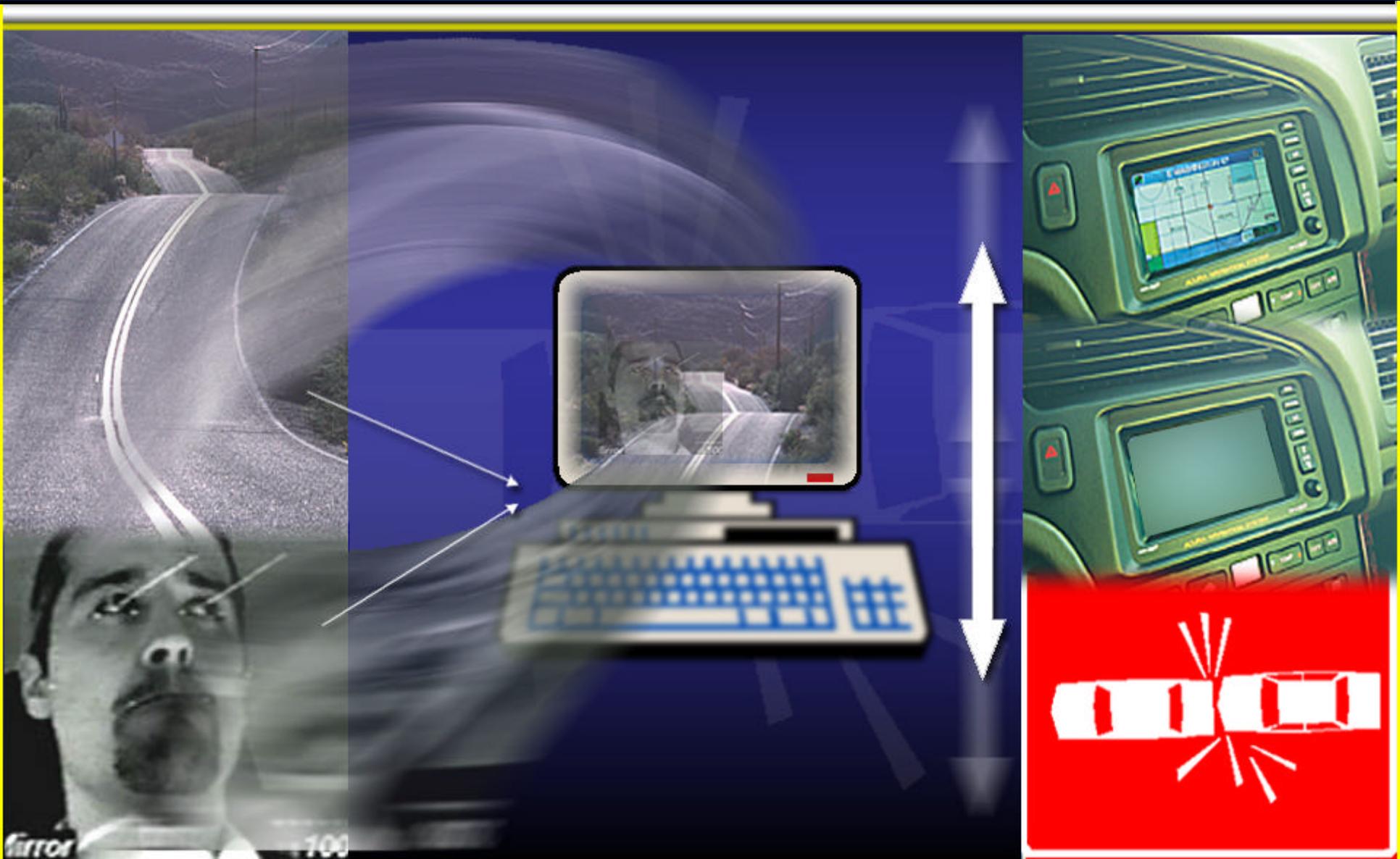
CAMP

Driver Workload Metrics Consortium



IVI Light Vehicle Enabling Research Program

Adaptive Interface Workload Management



Safety Vehicle Using Adaptive Interface Technology (SAVE-IT)

- SAfety
 - Countermeasure for reducing distraction crashes
- VEhicle using
 - Operating prototype
- adaptive
 - Changing in real time in response to sensor info
- Interface
 - Displays and controls
- Technology

Safety Vehicle Using Adaptive Interface Technology (SAVE-IT)



In conclusion...

